

MAC421

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1. News value is synonymous with _____

--->> News worthiness

News length

News likeness

News attractiveness

2. _____ refers to the number of pages available for editor to fill in a publication

News copy

--->> News holes

News pages

News space

3. The main sources of revenue for the print media are _____

two

--->> three

four

five

4. Photojournalism is the act of communicating by the use of _____

photocopy

photoshop

photostat

--->> photograph

5. Reasons for using cartoons in newspapers and magazines include _____

to beautify the page

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to attract readers' attention

--->> all of the options

6. Presenting the facts the way they are without favouring any of the parties involved in the story is an ethical value known as _____

--->> objectivity

accuracy

balance

truthfulness

7. Which of these laws does not apply to photojournalism?

law of defamation

--->> law of trespass

copyright laws

law of privacy

8. _____ simply means elimination of unwanted portions of a picture

--->> photo-cropping

photo-sizing

photo-cutting

none of the options

9. The essence of photojournalism is to _____

tell the story through pictures

bring readers closer to the scene of the event

--->> A & B

none of the options

10. Which of these is not a form of page make-up?

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horizontal make-up

--->> overhead make-up

circus make-up

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